ABSTRACT

The Analysis of Consumer's Behavior, Toward Liquid Soap

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The background of this research was inspired from the research of PT. Corintian Infopharma Corpora, indicating that the existence of consumer's tendency in choosing liquid toilet soap compared to solid toilet soap. Nowadays a variety of liquid toilet soap product can be found in the market, this has caused consumer to be aware of the kind of liquid soap to choose based on their needs and desire. Therefore this research is carried out to find out the factors which influence the consumer's behavior in choosing this product. This research is conducted in Bogor with a sample consisting of 120 respondents which use either bar soap or liquid soap. The respondents were chosen randomly from the data of housing location in Bogor. The analysis techniques used are descriptive analysis, CHAID, Thurstone, Correspondence and PSM. The result of this research indicates that the respondents were divided into three categories which consist of respondents which are not interested in using liquid soap, respondents which are interested in using liquid soap and are the user of liquid soap. The Thurstone analysis indicates that the benefit which is represented by scent is the most important attribute of the liquid soap. The perception of respondents towards liquid soap is related with the recognition of respondents towards the product. The price sensitivity indicates that the price of liquid soap found in the market nowadays does not completely fulfill respondent's expectation.